

IN THE SPECIFICATION

Please amend the specification as follows:

The paragraph beginning at page 28, line 14 is amended as follows:

If an interactive content is present in the signal, the server 606 determines 732 whether the subsystem 628 has blocked the application. In one embodiment, the local server 606 maintains a list of those applications which are blocked by the local subsystem 628 in database 644. As shown in the example of Figure 8, these interactive content are identified in the database 644 as being blocked for transmission. Thus, in this embodiment, the local subsystem 628 has control over whether an interactive content is provided to an end user by modifying the list maintained by the server 606. This allows local subsystems 628 to control the content of their transmissions in accordance with viewership preferences, legal issues, or the like. As discussed above, the OPT field 308 specifies the type of interactive content (for example, a contest). In this embodiment, the local interactive broadcast server [[608]]606 reads the OPT field [[608]]308 and compares the OPT field 308 with local content parameters to determine the broadcast of the application is permitted. The server 606 will look up a corresponding contest field in its database to determine its status. For example, if prize awarding contests are illegal in a subsystem, a contest interactive content will be disabled. This embodiment also allows the local subsystem 628 to gain revenue by retaining a percentage of any revenue generated by [[a]] an interactive content. For example, if an interactive content is a web site link at which an end user may make a purchase, the local subsystem 628 can require the web site host to pay the local subsystem 628 a percentage of the revenue gained in exchange for permitting the interactive content to be transmitted to the CPE 248. In this embodiment, if no contractual arrangement has been reached with the web site host, a flag on the database 644 will indicate that the local interactive broadcast server 606 should disable the corresponding interactive content.